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July 2, 2003

Ms. Luly E. Massaro, Commission Clerk  
Rhode Island Public Utilities Commission  
89 Jefferson Boulevard  
Warwick, Rhode Island 02888

Dear Ms. Massaro:

We are filing, herewith, for effect August 1, 2003, tariff material consisting of:

**RI PUC No. 15**

<b>Part/Section</b>	<b>Revision of Page(s)</b>	<b>Original of Page(s)</b>
TOC	9 and 62	N/A
A/5	26, 27 and 28	29
M/1	22 and 23	N/A

This tariff filing provides for the introduction of the Business Link Rewards Plan for Verizon's business customers. Previously, only customers enrolled in the Business Link optional calling plan (OCP) earned bonus credits on every dollar of qualifying usage. With this filing, the bonus credit program will be open to all customers. Also, Verizon is expanding the services that qualify for the accumulation of bonus credits. Under the Business Link OCP, only usage services qualified for bonus credits. Under the new Business Link Rewards Plan, customers will earn bonus credits on both monthly recurring and non-recurring charges. Credits will accumulate for a wide variety of Verizon's products and services including usage and subscription-based services.

The value of the bonus credits will remain at \$.01 per dollar of qualifying charges, and they may still be redeemed as a credit towards the customer's Verizon bill. The customer must meet a threshold of \$125.00 of qualifying charges in a given month in order to be awarded bonus credits.

If you have any questions regarding this filing, please contact Frances O'Neill-Cunha of my staff at 401 525-3560.

Enclosed are an original and nine copies of the tariff material. Please return a copy of this letter with your stamp of receipt.

Respectfully submitted,

Theresa L. O'Brien

Attachments

# **Business Link Rewards Modifications**

**VERIZON Rhode Island**

**July 2, 2003**

**Business Link Rewards  
Verizon Rhode Island**

**Index**

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## **SECTION 1: SERVICE DESCRIPTION**

### **Background**

In 1997, Verizon introduced the Business Link Optional Calling Plan ("OCP") which allows customers to qualify for volume and/or term discounts on their local and toll calls. In addition, the OCP's subscribers are automatically enrolled in the Business Link Rewards plan, which allows them to earn Bonus Credits based on the amount of money they spend on qualifying usage (see "Qualifying usage in Rhode Island" below).

Business Link OCP customers may use the Bonus Credits they receive through the Business Link Rewards plan to obtain credits on their Verizon bills or for various other gift certificates and entertainment options. Bonus Credits must age three months from the date they are earned in order to be used as credits on customers' Verizon bills.

Qualifying usage in Rhode Island:

- Direct dialed measured local and MTS calls, including operator-assisted calls where direct dialing is not available or the customer is disabled and unable to direct dial.
- Toll-Free and Dedicated Toll-Free service calls
- Customer dialed Intrastate Calling Card Calls

### **Current Qualifying Usage Discounts**

Business Link OCP customers in Rhode Island receive a monthly discount on qualifying usage based on the amount spent each month.

In addition to the volume discounts, customers also earn 10 Bonus Credits for every dollar of qualifying usage through their automatic participation in the Business Link Rewards plan. If a customer has signed a service agreement, the customer earns 20 Bonus Credits for every dollar of qualifying usage.

In order to qualify for Business Link Rewards, customers must meet the minimum monthly spending requirement of \$50.

### **Proposed Business Link Rewards Modifications:**

There are no planned changes to the Business Link OCP. With this filing, Verizon proposes to modify the Business Link Rewards plan. Bonus Credits, currently available only to Business Link OCP customers, will now be available to *all* Verizon business customers regardless of the Verizon services to which they subscribe -- with the following exceptions: Public Access Lines and/or Public Access Smart Lines, Selective Calling, Foreign Exchange Service, Dormitory Communications Service, Inward Toll Calling Plan, Outward Toll Calling Plan, Customer Specific Pricing Plans (CSPs), Large System-specific Pricing Plans (LSPPs), Corporate Rewards, and Student Residence Centrex. In order to expand the availability of Business Link Rewards, Verizon proposes in this filing to separate the Business Link Rewards Plan from the Business Link OCP; currently, they are together in the tariff. In the future, the Bonus Credits will be offered under the Business Link Rewards plan, which will be contained in a separate section of the tariff from the Business Link OCP.

In addition to moving the Business Link Rewards plan to a separate section of the tariff, the way customers earn Bonus Credits will change. This change will be reflected in the new tariff section. Customers enrolled in the Business Link Rewards plan will earn one Bonus Credit for every dollar of qualifying Verizon local and regional charges billed on the local portion of their Verizon bill. The qualifying charges include both monthly recurring and non-recurring charges. The credits will be earned every month their monthly spending on qualifying charges exceeds \$124.99. For example, if a customer spends \$125 in a given month on qualifying services, s/he will earn 125 bonus credits; if s/he spends \$124.99 or less, no bonus credits will be earned for that month.

Bonus Credits may continue to be used as a credit to a customer's Verizon bill, but a minimum of \$25.00 must be redeemed each time a customer requests a credit. Also, the three-month aging requirement is being removed.

Business Link customers who have enrolled in 36-month service agreements will continue to earn Bonus Credits under the existing terms of the plan until their contracts expire. There will be no service agreement options after 8/1/03.

Customers currently enrolled in the Business Link OCP will be automatically enrolled in the Business Link Rewards Plan on August 1, 2003. These customers will earn Bonus Credits under the new structure effective August 1, 2003 (if their monthly minimum local and regional charges exceed \$124.99, as explained above).

Any Bonus Credits earned after 8/1/03 will have an expiration date of two years from the month in which they were earned. All Bonus Credits earned before 8/1/03 are still valid and will maintain their current expiration dates.

Verizon certifies that the rates resulting from the Business Link Rewards Plan are not less than the Long-run Incremental Cost of providing the services.

## **SECTION 2: RATIONALE FOR FILING**

Business Link Rewards was originally introduced in response to intraLATA competition, with the plan's objective being to retain the business customer's usage with Verizon RI as its presubscribed intraLATA toll carrier. With the changes in the telecommunications marketplace and in response to increased competition, Verizon needs to modify the program to target the customer's entire telecommunications needs and not just the customer's usage. The proposed enhancement to the Business Link Rewards plan modifies the program in a way that makes it a more relevant reward/loyalty program in the fast-changing telecommunications marketplace.

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## 5. Exchange Service

### 5.9 Business Link Optional Calling Plan

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Verizon New England Inc.

## 5. Exchange Service

### 5.9 Business Link Optional Calling Plan

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5.9.1	Description	
5.	<b>Service Agreement</b> — A customer that signs a 36-month service agreement must commit to a minimum threshold of at least three thousand dollars of monthly qualifying usage for at least one BTN under the agreement. In exchange for participation in the agreement, the customer will earn double Business Link Rewards credits for each dollar of discounted qualifying usage. If the customer no longer has at least one BTN under the service agreement that meets the minimum monthly qualifying usage threshold, for any reason other than external, negative business impacts, the agreement will be terminated. Termination of the service agreement will result in forfeiture of all bonus credits not yet eligible for redemption.	(T) (X)  (T) (T) (D) (D) (D) (X)
a.	Effective August 1, 2003 the Service Agreement will no longer be available. The Company will honor the terms and conditions of the Service Agreement for all customers enrolled in a service agreement prior to August 1, 2003.	(N) (N)

5.9.2	Regulations	
<b>A.</b>	<b>Termination</b>	
1.	Customers may terminate participation in the plan at any time. No previously applied discounts will be affected by customer termination and no termination charges will apply.	
2.		(D) (D)
3.	The termination will go into effect in the first full billing period following the billing period in which the Telephone Company receives notification from the customer.	
4.	Any BTN which is removed from the customer's membership agreement will not be eligible for enrollment in the Business Link plan for a period of three months. Additional BTN's which are added to the plan are governed by the terms and conditions stated in the initial membership agreement.	
<b>B.</b>	<b>Transfer of Service</b> — Credits may not be sold, bartered, or assigned to other persons.	(C)
<b>C.</b>	The plan is not available with public access line service, public access smart-pay line service, foreign exchange service, Dormitory Communications Service, Selective Calling Service, Inward Toll Calling Plan, Outward Toll Calling Plan, Corporate Rewards, Customer Specific Pricing Plans, Large System-specific Pricing Plans, or Enhanced Universal Emergency Number Service (E911).	(C) (C)

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**5. Exchange Service**  
**5.10 Business Link Rewards plan**

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<b>5.10.1 Description</b>	
<b>A.</b>	Business Link Rewards is an optional account level plan available to business customers. Customers enrolled in the plan will receive bonus credits on the amount of discounted qualifying Verizon charges billed on the Verizon Rhode Island monthly bill. One bonus credit will be awarded for every dollar of discounted qualifying charges. A bonus credit, when applied as a direct credit to a customer's telephone bill, has a redemption value of one cent.
<b>1.</b>	Bonus credits may be applied to the customer's Verizon Rhode Island bill or to certain non-Telephone Company products, such as admission to a Telephone Company sponsored trade show.
<b>2.</b>	Bonus credits eligible for redemption that have not been redeemed within two years after the month in which they are earned for redemption will be forfeited.
<b>3.</b>	Bonus credits applied to the customer's Verizon Rhode Island bill may be redeemed when a minimum of \$25.00 in bonus credits is earned and available for redemption. Bonus credits applied to all other redemption options may be redeemed when earned and available for redemption.
<b>4.</b>	The qualifying charges include all monthly recurring and non-recurring Verizon charges, excluding late payment fees, returned check charges, and 700/900 service charges.
<b>B.</b>	Customers enrolled in Business Link Rewards whose local and regional charges exceed \$124.99 each month are eligible to receive bonus credits based on qualifying charges billed on the customer's monthly Telephone Company bill.
<b>C.</b>	Business Link Rewards is implemented in the first full billing period following the customer's request to enroll in the plan.
<b>D.</b>	The plan is not available with public access line service, public access smart-pay line service, foreign exchange service, Dormitory Communications Service, Student Residence Centrex Service, Selective Calling Service, Inward Toll Calling Plan, Outward Toll Calling Plan, Corporate Rewards, Customer Specific Pricing Plans, Large System-specific Pricing Plans, or Enhanced Universal Emergency Number Service (E911).

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<b>5.10.2 Regulations</b>	
<b>A.</b>	<b>Termination—</b> Customers may terminate participation in the plan at any time. No previously applied discounts will be affected by customer termination, and no termination charges will apply.
<b>1.</b>	All bonus credits that have not been redeemed will be forfeited; however, if within 90 days of termination, a customer returns to the Business Link Rewards plan with qualifying usage equal to or exceeding their historical monthly usage prior to termination, bonus credits associated with the applicable BTN will be reinstated in full.
<b>2.</b>	The termination will go into effect in the first full billing period following the billing period in which the Telephone Company receives notification from the customer.
<b>B.</b>	<b>Transfer of Service—</b> Credits may not be sold, bartered, or assigned to other persons.

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## 5. Exchange Service

### 5.11 National-411 (N-411) Service

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5.11.1 Description	
<b>A.</b>	N-411 is provided to customers requesting information on listings outside the state of Rhode Island.
<b>1.</b>	N-411 service is furnished subject to the availability of facilities and is accessed by dialing 411 or such number(s) as the Telephone Company may designate.
<b>B.</b>	A maximum of two requests for listings (N-411 or directory assistance) will be allowed per call.
<b>C.</b>	A call to N-411 is considered completed whether or not the number(s) requested are available from Telephone Company records, or the information requested is not normally provided such as nondirectory listed or nonpublished service telephone numbers or not found.
<b>D.</b>	N-411 is available only on a direct dialed basis and may not be alternately billed.
<b>E.</b>	N-411 is not available from the following services.
<b>1.</b>	Student Residence Centrex Lines
<b>2.</b>	Hospital Patient Lines
<b>3.</b>	Hotel/Motel Guest Lines
<b>4.</b>	Public Access Smart-pay Lines (PASL)
<b>5.</b>	Public Access Lines (PAL)

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5.11.2 Liability	
<b>A.</b>	The Telephone Company shall not be liable for any errors or omissions, whether arising through negligence or otherwise, in the information furnished and the customer shall save the Telephone Company harmless against all claims that may arise from the use of such information.

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5.11.3 Application of Rates and Charges	
<b>A.</b>	A charge applies for each directly dialed and completed N-411 call. There is no allowance on charges for N-411 calls.
<b>B.</b>	A customer request for both an N-411 listing and a Rhode Island listing on the same call will incur only the N-411 charge.
<b>C.</b>	<b>Exemptions—</b> Charges for N-411 are not applicable to calls from customers who have registered with the Telephone Company as being unable to use telephone directories because of visual or physical handicaps.

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**1. Exchange and Network Services****1.5 Exchange Service**

<b>1.5.7 Directory Assistance Service</b>				
<b>ID</b>	<b>Service Category</b>	<b>Rate Element</b>	<b>Rate</b>	<b>USOC</b>
	Directory Assistance Service	Directly Dialed Directory Assistance Calls in Excess of the Call Allowance - Each	.50	
		Calls to Directory Assistance via a Local or Message Telecommunications Service operator - Each	.50	

<b>1.5.8 Nynex Call Connect Service</b>				
<b>ID</b>	<b>Service Category</b>	<b>Rate Element</b>	<b>Rate</b>	<b>USOC</b>
	Nynex Call Connect	Each Call Dialed and Completed	.35	

<b>1.5.9 Busy Line Verification and Busy Line Interrupt</b>				
<b>ID</b>	<b>Service Category</b>	<b>Rate Element</b>	<b>Rate</b>	<b>USOC</b>
	Busy Line Verification	Each Request	2.20	
	Busy Line Interrupt	With Verification – Each request	3.30	

<b>1.5.10 Business Link OCP</b>					(T)
<b>ID</b>	<b>Service Category</b>	<b>Rate Element</b>	<b>Rate</b>	<b>USOC</b>	
	Volume Discounts applied to Qualifying Usage	Tier 1 – Qualifying usage between \$10.00 to \$50.00	5%		
		Tier 2 – Qualifying usage between \$50.01 to \$500.00	8%		
		Tier 3 – Qualifying usage between \$500.01 to \$3,000.00	12%		
		Tier 4 – Qualifying usage over \$3,000.00	40%		
					(D)
					(D)

<b>1.5.11 Business Link Rewards</b>					(T)
<b>ID</b>	<b>Service Category</b>	<b>Rate Element</b>	<b>Rate</b>	<b>USOC</b>	(N)
	Bonus Credit	One Bonus Credit – Per dollar of qualifying charges Note: Bonus Credits are earned on amounts resulting after the application of any appropriate discounts.	.01		(N)

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**1. Exchange and Network Services****1.5 Exchange Service**

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<b>1.5.12 National-411 (N-411) Service</b>				
<b>ID</b>	<b>Service Category</b>	<b>Rate Element</b>	<b>Rate</b>	<b>USOC</b>
	N-411	Per Direct Dialed Call - Each	.95	

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